NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 05/10/91

PM

NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE		SHIPMENT SHARE WEEK	4 WK	CUME
Bristol	152.87	1.4	*	1.59	1.66	1.43
Bucks	36.43	0.4	*	0.38	0.45	0.58
TEST MARKET						
Next De-Nic – Tampa	0.06			0.05	0.14	0.37
B&H De-Nic – Arizona	0.25			0.30	0.24	0.57
Marlboro Ultra Lights						
Indianapolis (B/W)	1.62	1.7	#	1.50	1.63	1.14
Portland (R/C)	0.50	1.2	#	0.41	0.48	0.67
Nashville (R/W)	0.85	1.1	#	1.13	1.33	1.32
Cartier						
Los Angeles	0.01	0.4	#			
San Francisco	0.00	N/A				
San Diego	0.00	N/A				
Bucks						
Arizona	0.67	0.6	#	0.58	0.61	0.68
Birmingham	0.47	0.8	#	0.49	0.38	0.64

COMPETITIVE

NATIONAL/REGIONAL	SHARE RETAIL		MONTHLY SHIPMENT
Camel Ultra Lights	0.5	*	0.3
Misty	0.4	*	0.3
Heritage	0.1	*	0.0
Sterling	0.2	*	0.1
Viceroy KSF Box	0.1	*	0.1
Bull Durham	N/A		0.4
Capri 120's	0.1	*	0.3
TEST MARKET			
Horizon – Atlanta	0.5	#	0.3
– Dallas	N/A		1.0
– St. Louis	N/A		0.9
Dakota			
Houston	0.3	**	0.1
Nashville (85's & 100's)	0.3	#	0.1
Arizona (Slide Box 85's)	0.8	#	1.2
Kool Deluxe			
Houston	0.5	**	0.4
Hawaii	0.7	***	0.7
Bull Durham – N.H./CA (part)	2.6	@	0.8
Style			
Hartford (FM)	0.3	#	0.2
New Orleans (PV)	0.1	***	0.1
Newport 10			
Jackson, MS	0.6	***	0.1

* New Nielsen
** Convenience Scanning
*** ICC
\# Retail Audit
**** Scanning Supermarkets
@ Performance overstated as retail audit shares only reflect stores that stock Bull Durham in a strongly developed price value environment

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Source: https://www.industrydocuments.ucsf.edu/docs/stcy0004